

## **2013 Small Business Exporter of the Year Award (NFDO)**

### **Who is eligible to be nominated for these awards?**

Any individual who owns and operates a small business engaged in exporting from the United States may be nominated. A minimum of three years in business is required. Companies may nominate themselves for the award.

### **What are the evaluation/selection criteria for the Small Business Exporter of the Year?**

1. Export Markets
  - Entry into foreign markets
  - Expansion of existing foreign markets and/or addition of new ones
2. Growth in number of employees
  - Number of jobs created as a result of exports and exporting activities
3. Increase in export sales dollars
  - Documented export deals completed in 2012
  - Total percentage increase in sales in 2012 compared to 2011
  - Exports as percentage of total sales
4. Creative overseas marketing strategies
  - Nominee's innovation and originality in marketing products or services
  - Specific description of uniqueness of product or service
5. Effective solutions to export-related problems
  - Specific description of financial, physical, legal or other crisis
  - Defined actions taken by the nominee to resolve the crisis
  - Use of Federal, State and Local resources available to U.S. exporters
6. Current and past financial performance. Three years of the following:
  - Profit-and-loss statements reflecting sustained upward growth
  - Balance sheets showing consistent increase in net worth and/or partners' return